

AMENDMENTS TO THE CLAIMS

Please amend the claims as follows:

1 1. (Currently amended) A method for customizing website traffic tracking
2 data comprising the steps of:

3 receiving user input specifying configuration of a web page to track

4 at least one custom event, the user input comprising:

5 selection of at least one of a plurality of customizable events;

6 and

7 selection of at least one custom attribute associated with at

8 least one customizable event;

9 inserting embedded tracking code in [[a]] the web page ~~containing~~

10 ~~a custom event to be tracked;~~

11 ~~subsequently~~ modifying the embedded tracking code to track the

12 occurrence of the at least one custom event as specified by

13 the user input ~~to be tracked;~~ and

14 receiving user input specifying configuration of a data collection

15 server to receive the at least one custom event, the user input

16 specifying values for at least one event and at least one cus-

17 tom attribute;

18 responsive to the user input:
19 ~~configuring, via a user interface, a~~ the data collection server
20 to receive the at least one custom event ~~to be tracked;~~
21 and
22 generating a configuration string for inclusion on the web
23 page, the configuration string comprising encoded
24 configuration information for at least one custom
25 attribute.

1 2. (Currently amended) A method for customizing website traffic tracking
2 data as in claim 1, wherein modifying the embedded tracking code to track the
3 occurrence of the at least one custom event further comprises the ~~steps~~ step of:
4 modifying the embedded tracking code to associate ~~[[a]]~~ at least
5 one selected custom attribute with ~~[[the]]~~ at least one se-
6 lected custom event.

1 3. (Previously presented) A method for customizing website traffic track-
2 ing data as in claim 2, wherein the custom attribute is adapted to retain a value
3 after the custom event has occurred.

1 4. (Currently amended) A method for customizing website traffic tracking
2 data as in claim 3, wherein configuring the data collection server to receive the at
3 least one custom event ~~to be tracked~~ further comprises the step of:
4 assigning ~~[[an]]~~ expiration data to ~~[[the]]~~ at least one custom
5 attribute associated with the at least one custom event;
6 and wherein the configuration string comprises a representation of the
7 expiration data.

1 5. (Currently amended) A method for customizing website traffic tracking
2 data as in claim 3, wherein configuring, ~~via a user interface, a custom attribute~~
3 ~~associated with an event to be tracked~~ the data collection server to receive the at
4 least one custom event further comprises the step of:
5 assigning version data to ~~[[the]]~~ at least one custom attribute;
6 and wherein the configuration string comprises a representation of the
7 version data.

1 6. (Currently amended) A method for customizing website traffic tracking
2 data as in claim ~~[[2]]~~ 1, further comprising the ~~steps~~ step of:
3 ~~generating a configuration string associated with the custom~~
4 ~~attribute; and,~~

5 inserting the configuration string in data collection code on the web
6 page ~~a website containing the custom event to be tracked.~~

1 7 to 16. (Canceled).

1 17. (Currently amended) One or more computer readable storage devices
2 having computer readable code embodied on said computer readable storage
3 devices, said computer readable code for programming one or more computers
4 to perform a method for customizing website traffic tracking data comprising the
5 steps of:

6 receiving user input specifying configuration of a web page to track
7 at least one custom event, the user input comprising:
8 selection of at least one of a plurality of customizable events;
9 and
10 selection of at least one custom attribute associated with at
11 least one customizable event;

12 inserting embedded tracking code in ~~[[a]]~~ the web page ~~containing~~
13 ~~a custom event to be tracked;~~
14 ~~subsequently~~ modifying the embedded tracking code to track the
15 occurrence of the at least one custom event as specified by
16 the user input ~~to be tracked;~~ and

17 receiving user input specifying configuration of a data collection
18 server to receive the at least one custom event, the user input
19 specifying values for at least one event and at least one cus-
20 tom attribute;
21 responsive to the user input:
22 configuring, ~~via a user interface, a~~ the data collection server
23 to receive the at least one custom event ~~to be tracked;~~
24 and
25 generating a configuration string for inclusion on the web
26 page, the configuration string comprising encoded
27 configuration information for at least one custom
28 attribute.

1 18. (Currently amended) One or more computer readable storage devices
2 having computer readable code embodied on said computer readable storage
3 devices, said computer readable code for programming one or more computers
4 to perform the method for customizing website traffic tracking data of claim 17,
5 wherein the step of modifying the embedded tracking code to track the occur-
6 rence of the at least one custom event further comprises the step of further com-
7 prising the steps of:

8 modifying the embedded tracking code to associate [[a]] at least
9 one selected custom attribute with [[the]] at least one se-
10 lected custom event.

1 19. (Previously presented) One or more computer readable storage devic-
2 es having computer readable code embodied on said computer readable storage
3 devices, said computer readable code for programming one or more computers
4 to perform the method for customizing website traffic tracking data of claim 18,
5 wherein the custom attribute is adapted to retain a value after the custom event
6 has occurred .

1 20. (Currently amended) One or more computer readable storage devices
2 having computer readable code embodied on said computer readable storage
3 devices, said computer readable code for programming one or more computers
4 to perform the method for customizing website traffic tracking data as in claim
5 18, further comprising the ~~steps~~ step of:

6 ~~generating a configuration string associated with the custom-~~
7 ~~attribute; and,~~
8 inserting the configuration string in data collection code on the web
9 page ~~a website containing the custom event to be tracked.~~

1

2 21. (New) A method for customizing website traffic tracking data as in
3 claim 1, further comprising the steps of, responsive to occurrence of a custom
4 event:
5 receiving, at the data collection server, tracking data associated
6 with the embedded tracking code, the tracking data describ-
7 ing the event;
8 matching the received tracking data with at least one component of
9 the specified configuration of the data collection server; and
10 storing the matched tracking data in a data repository.

1 22. (New) One or more computer readable storage devices having computer
2 readable code embodied on said computer readable storage devices, said computer
3 readable code for programming one or more computers to perform the method for
4 customizing website traffic tracking data as in claim 17, further comprising the steps
5 of, responsive to occurrence of a custom event:
6 receiving, at the data collection server, tracking data associated with the
7 embedded tracking code, the tracking data describing the event;
8 matching the received tracking data with at least one component of the
9 specified configuration of the data collection server; and
10 storing the matched tracking data in a data repository.